



WTIC-TV

ORDER

Print Date 10/22/12 Page 1 of 3

Flight Dates 10/22/12-10/28/12

Contract / Revision 396437 - 2

Original Date / Revision
10/22/12 10/22/12

Advertiser A Roraback/R/5th D/Cong

Agency Jamestown Associates

Buying Contact

5 Mapleton Road
Suite 300
Princeton, NJ 08540Primary Account Executive
Jordan Johannessen

Account Executive	Order%	Start Date	End Date
Jordan Johannessen	100%		

Product
RORABACK FOR CONGRES

Agency Com 15%

Billing Contact
5 Mapleton Road
Suite 300
Princeton, NJ 08540Sales Office TWDC
Sales Region National
Agency Ref

Order Sep 00:15:00

Estimate # REP-DISTRICT 5

Alt Order # 06327547

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL CAND

Product Codes PL4

Priority 01

Advertiser Ref

Order Share 10% Market Value 137800

Competing Station	% of Order	Amount
2WCCT	%	0
3WFSB	39%	53742
4WVIT	21%	28938
5WTNH	30%	41340
6WCTX	%	0
7CABL	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	34	\$11,713.00	\$13,780.00	0.00	10/01/12	10/28/12	34	\$11,713.00	\$13,780.00
Totals	34	\$11,713.00	\$13,780.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 1	61	10/25/12	10/25/12	M-F 7a-8a M-F 7a-8a	CM	7a-8a	--- 1---	:30	1	\$275.00	01	0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/22/12	10/28/12	--- 1---		1		\$275.00		0.00					
E 2	61	10/25/12	10/25/12	M-F 8a-9a M-F 8a-9a	CM	8a-9a	--- 1---	:30	1	\$175.00	01	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/22/12	10/28/12	--- 1---		1		\$175.00		0.00					
E 3	61	10/25/12	10/25/12	M-F 9a-10a M-F 9a-10a	CM	9a-10a	--- 1---	:30	1	\$110.00	01	0.00	NM	1	\$110.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/22/12	10/28/12	--- 1---		1		\$110.00		0.00					
E 4	61	10/25/12	10/25/12	M-F 4p-5pm M-F 4p-5pm	CM	4p-5p	--- 2---	:30	2	\$225.00	01	0.00	NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/22/12	10/28/12	--- 2---		2		\$225.00		0.00					
E 6	61	10/25/12	10/25/12		CM	10p-11p	--- 1---	:30	1	\$1,400.00	01	0.00	NM	1	\$1,400.00



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Contract / Revision **396437 - 2** Flight Dates **10/22/12-10/28/12**

Hiatus Dates

Original Date / Revision 10/22/12/ 10/22/12

Order Sep 00:15:00

Advertiser **A Roraback/R/5th D/Cong** Product **RORABACK FOR CONGRE!** Estimate # **REP-DISTRICT 5**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				M-F News at Ten News at Ten											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--- 1---					1	\$1,400.00		0.00			
7	61	10/25/12	10/26/12	M-F News at 11pm News at 11pm	CM	11p-1135p	--- TF--	:30	1	\$375.00	01	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--- TF--					1	\$375.00		0.00			
8	61	10/28/12	10/28/12	Su 11p-1130p Sun 11p-1130p	CM	11p-1130p	----- 1	:30	1	\$375.00	01	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	----- 1					1	\$375.00		0.00			
E 10	61	10/25/12	10/25/12	M-F 1p-2p M-F 1p-2p	CM	1p-2p	--- 1---	:30	1	\$175.00	01	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--- 1---					1	\$175.00		0.00			
E 11	61	10/25/12	10/25/12	M-F 5p-6p M-F 5p-6p	CM	5p-6p	--- 1---	:30	1	\$200.00	01	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--- 1---					1	\$200.00		0.00			
E 12	61	10/25/12	10/25/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	--- 1---	:30	1	\$800.00	01	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--- 1---					1	\$800.00		0.00			
E 13	61	10/22/12	10/24/12	M-F 7a-8a M-F 7a-8a	CM	7a-8a	MTW----	:15/:15	3	\$275.00	01	0.00	BK	3	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	MTW----					3	\$275.00		0.00			
E 14	61	10/22/12	10/24/12	M-F 8a-9a M-F 8a-9a	CM	8a-9a	MTW----	:15/:15	3	\$175.00	01	0.00	BK	3	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	MTW----					3	\$175.00		0.00			
E 15	61	10/22/12	10/24/12	M-F 9a-10a M-F 9a-10a	CM	9a-10a	MTW----	:15/:15	2	\$110.00	01	0.00	BK	2	\$220.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	MTW----					2	\$110.00		0.00			
E 16	61	10/22/12	10/24/12	M-F 4p-5pm M-F 4p-5pm	CM	4p-5p	MTW----	:15/:15	6	\$225.00	01	0.00	BK	6	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	MTW----					6	\$225.00		0.00			
E 17	61	10/22/12	10/24/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	MTW----	:15/:15	1	\$800.00	01	0.00	BK	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	MTW----					1	\$800.00		0.00			
E 18	61	10/22/12	10/24/12	M-F 5p-6p M-F 5p-6p	CM	5p-6p	MTW----	:15/:15	2	\$200.00	01	0.00	BK	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	MTW----					2	\$200.00		0.00			
E 19	61	10/22/12	10/24/12	M-F News at Ten News at Ten	CM	10p-11p	MTW----	:15/:15	3	\$1,400.00	01	0.00	BK	3	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	MTW----					3	\$1,400.00		0.00			



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Contract / Revision **396437 - 2** Flight Dates **10/22/12-10/28/12**Hiatus DatesOriginal Date / Revision 10/22/12/ 10/22/12Order Sep 00:15:00Advertiser **A Roraback/R/5th D/Cong** Product **RORABACK FOR CONGRE!** Estimate # **REP-DISTRICT 5**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 19	61	10/22/12	10/24/12	M-F News at Ten News at Ten	CM	10p-11p	MTW----	:15/:15	3	\$1,400.00	01	0.00	BK	3	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	MTW----			3		\$1,400.00		0.00				
E 20	61	10/22/12	10/24/12	M-F News at 11pm News at 11pm	CM	11p-1135p	MTW----	:15/:15	3	\$375.00	01	0.00	BK	3	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	MTW----			3		\$375.00		0.00				
Totals														34	\$13,780.00